

Creative Brief: Kuku Poa Packaging

April 30, 2014



Background

What We Do

We are a poultry processing company selling chicken to the local market

What Do We Want

We are looking to redesign our packaging for our company, which sells chicken to the local market.

We recently redesign the logo because we want to update our look and feel to be more timeless, clean, bold and confident. We now want to apply the look to our packaging as well.



Old Logo



New Logo

Objectives

The packaging design needs to accomplish the following

- Product must be visible
 - The product inside must be visible, so the packaging design should have a transparent space so customers can see the product
- Recognizable and differentiated
 - The packaging must be recognizable, our competitor has red packaging, so we would prefer for the bag to not be fully red so that it doesn't get confused at the first glance
- Clean
 - Our packaging should not look busy, limit the design and copy elements. We don't want it to look bare, but limited elements very tastefully placed to give a clean and modern look

Deliverables

The deliverables are as follows

- Packaging Design 1: Whole Chicken Packaging
 - Various Sizes
- Packaging Design 2: Carton for Chicken parts packaging
 - Various Sizes

Packaging Design 1: Whole Chicken Packaging

Packaging Design 1: Whole Chicken Packaging

Design Requirements and Front of Packaging

- The packaging will hold one (1) whole chicken
- Things to be aware of
 - Don't add design elements to the top and bottom of the packaging because
 - The bag is tied at the top
 - The bag curves at the bottom due to the shape of the product
- Front of the packaging must include the following details
 - Design elements:
 - Logo
 - Halal badge (should be presented as a badge type design)
 - Copy elements:
 - “1kg”
 - “Whole Chicken”



Current packaging

Packaging Design 1: Whole Chicken Packaging

Back of Packaging Requirements

Back of the packaging must include the following things

- Design elements:
 - Logo
 - Halal (must design a badge type design, like pictured)
 - Bar code
- Copy elements:
 - “Store in freezer at or below -18C”
 - “Once thawed, do not freeze”
 - “Produced and packed by Kuku Poa Ltd”
 - “PO Box 1654, Mwanza, Tanzania, kukupoa@baharibounty.com”
 - One Recipe which is included on the next slide



Example of Halal badge



Current packaging

Packaging Design 1: Whole Chicken Packaging

Back of Packaging Recipe

Spicy Roast Chicken

Ingredients

1/2 cup peanut oil
4 teaspoons garam masala
1 (2-inch) piece ginger, sliced
8 medium garlic cloves, smashed
2 tablespoons kosher salt
1 whole chicken
1 medium red onion, large dice
Freshly ground black pepper
1/2 cup plain whole milk yogurt

Preparation

- In a small bowl, mix together 1/4 cup oil, garam masala, ginger, garlic, and 1 tablespoon salt. Place chicken in a large baking dish or plastic bag, loosen the skin from the breast and legs, spread a good part of the mixture underneath. Rub the remaining mixture inside the chicken cavity and over the skin. Tie the legs together with kitchen twine. Loosely cover, refrigerate, and let marinate 30 minutes or up to 12 hours.
- Pre-heat oven to 400 degrees F.
- Remove chicken from marinade, let any excess drip off, and reserve marinade. Let chicken come to room temperature.
- When the oven is heated, place chicken, breast side up and roast until skin becomes brown, about 1 hour.
- Brush yogurt on chicken and continue roasting for 40-50 minutes until chicken is well browned and a meat thermometer inserted into the thickest portion of the thigh registers 70 to 75 degrees C. Let chicken rest at least 10 to 15 minutes before serving.

Packaging Design 1: Whole Chicken Packaging

Size Variations

If your design is selected, the following size variations also need to be provided

- 150x300mm
- 162x310mm
- 170x310mm
- 186x310mm
- 205x365mm
- 230x305mm

The packaging on the right shows an example of what the flattened packaging would look like if you were doing the 150x300mm



Packaging Design 2: Chicken Parts Packaging

Packaging Design 2: Chicken Parts Packaging

Design Requirements

- This packaging holds specific cuts of chicken parts in carton packaging as you have probably seen at your grocery store. So it would be a carton of chicken thighs, or breasts, or drumsticks etc.
- The product must be visible as stated in the objectives, examples of packaging design that we like per below



Packaging Design 2: Chicken Parts Packaging

Content Requirements

The packaging must have the following:

- Design elements:
 - Logo
 - Halal (should be presented as a badge type design, like pictured)
 - Bar code
- Copy elements:
 - “Chicken Breasts”
 - “500g”
 - “Store in freezer at or below -18C”
 - “Once thawed, do not freeze”
 - “Produced and packed by Kuku Poa Ltd”
 - “PO Box 1654, Mwanza, Tanzania, kukupoa@baharibounty.com”



Example of Halal badge

Packaging Design 2: Chicken Parts Packaging

Size Variations & Versions

- If your design is selected, the following size variations also need to be provided
 - 18mm wide x 13mm height
 - 22mm wide x 17 mm height

Note that the dimensions above are the ACTUAL carton size so it must cover the entire dimension